

GASOLENE GOSSIP

By HANK CALDWELL.

Fixing Anniversary of Industry.

It seems high time that we fix an anniversary date to mark the beginning of the American automobile industry. In its November issue, "The Horseless Age" appoints Thanksgiving Day, 1895, which was the date of a "motor vehicle" race held in Chicago, under the auspices of the "Times-Herald."

November 2 had been selected as the day for this initial motor contest in the United States, but only two cars were ready, and the date was advanced to Thanksgiving Day.

The two entrants who were ready, Oscar Mueller, of Kankakee, Ill., in a Benz, and the Duryea brothers, Charles and Frank, in a car of their own manufacture, were allowed to start in a consolation race on November 2 for a purse of \$500.

The route was from the Midway Plaisance, Chicago, to Waukegan, Ill., and return, ninety-two miles. The Duryeas came to grief, while attempting to pass a farm wagon, soon after the start. They were compelled to ditch their machine, and in doing so wrecked it. Mr. Mueller covered the course alone in nine hours and thirty minutes. On Thanksgiving Day the postponed contest was held, and four out of ninety-eight entrants started. The others could not run their vehicles even to the place of starting. A heavy snow had fallen and this discouraged the fair weather possibilities.

In order to encourage the six entrants the route was shortened to fifty-five miles, or to Evanston and return. A time limit, which had been imposed, was removed. The Duryeas won in ten hours and twenty-eight minutes. Mr. Mueller, in his Benz, was second; Mr. Macy, in a Roger, was third, and Mr. Sturges, in an electric carriage, was fourth. Messrs. Haynes and Apperson, who have since separated and now manufacture cars under their respective names, were awarded a prize for a meritorious method of engine balancing, although their car did not enter the run.

There may be some objection to settling upon a day in November as an anniversary of the whole industry.

Doubtless both Mr. Haynes and Mr. Apperson will hold that the American industry dates from the time they built their first car, which was prior to the Chicago race. Mr. Duryea, who is also still in the motor business, should have a finger in the settlement of this question. And there may be others who are still in the business but who do not figure prominently in these days of quantity production who would like to be heard before an official date is established.

It would hardly be wise to consider anything so remote as the date of building a vehicle which did not last. If we go back of a period or an event which directly connects up with the industry of to-day, then it would be impossible to arrive at anything definite.

I would like to suggest that the National Automobile Chamber of Commerce appoint a committee of representative manufacturers to consider this subject, examine the old-timers, records, etc., with a view to designating a specific date to be known as the beginning of the motor industry in America; a sort of Internal Combustion Fourth of July.

The Oldest Dealer.

While we are settling upon an anniversary for the industry it might also be well for the New York dealers to form an association or society of veterans. How few are left of that little band of

enthusiasts who started New York's automobile row in Thirty-eighth Street between Broadway and Seventh Avenue! The motor merchants of that day who are still in business could be counted on the fingers of one hand. I can hardly recall, off-hand, even that many. One of the most conspicuous of the pioneers is Ray Owen, who is also credited with being the wealthiest. "Teddy" Schultz, of the early firm of Homan & Schultz, is still on Broadway. Mr. Mabley, of Smith & Mabley, leaders of that time, is another. There are doubtless others, but many of us have already forgotten just who figured on the first automobile row of New York. In a few years it will be too late to gather any authentic records. Father Time is beginning to weed out the men who sold cars in New York in the early '90s. They should get together and appoint a historian to take their last statements.

An entertaining volume could be written around the old Thirty-eighth Street dealers. They had many interesting experiences, and the cars they sold were strange vehicles, as those who bought them can testify. Once in a while you meet a man who was a patron of the motor in those days, but they, too, are now few and far between.

It was an easy thing to sell an imported car then, but it required real salesmanship to put over an American car. The situation has practically reversed itself during the last decade. The Automobile Row of to-day is entirely dominated by the American-made car, at a price which a few years ago seemed out of the question.

Engineers Discuss the Eight.

At a recent meeting of the Indianapolis Section of the Society of Automobile Engineers, Charles S. Crawford, chief engineer of the Cole Motor Car Company, read a paper on "The Characteristics of the Eight-Cylinder Engine."

In view of the wide discussion which followed a paper by Mr. Vincent, of the Packard, on "The Twin Six," which was read before the Detroit Section of the Engineers' Society, Mr. Crawford's support of the eight-cylinder engine is particularly interesting to those who are following the trend of motor design.

Mr. Crawford pointed out that, as compared with a Six of equal piston displacement, the Eight has the advantage of less initial cost, is simpler and more durable, the latter because of its greater rigidity. The Eight, he said, is far more compact than the Six, leaving more room for the body on a chassis of given wheel base.

He claims that the torque developed by an Eight should be and is greater than that of a Twin Six with the same piston displacement, for the reason that, owing to the greater number of cylinders in a Twin Six, more heat is lost through the cylinder walls. He said that engines of small bore and necessarily high compression, while advantageous at low speeds, and it is always necessary to retard the spark in order to prevent knocking.

From the fact that the Eight of a given piston displacement has a larger bore and would be designed for lower compression, he drew the conclusion that the Eight must of necessity operate more smoothly at the lower speeds.

One of the factors in determining the merits of a car, Mr. Crawford said, is the accelerating power. In powerful multi-cylinder cars the speed should increase from 10 m.p.h. to 50 m.p.h. in a period of 20 to 25 seconds.

Cole Eight stock jobs, he said, will run in, carrying three passengers and with windshield and top up, accelerate from 10 m.p.h. to 50 m.p.h. in from 22 to 24 seconds. The motor has a piston displacement of 346 cubic inches and gives a maximum torque of 187.5 pounds-feet.

As regards balance, while admitting that there is an unbalanced force in an Eight due to the inertia of reciprocating parts, Mr. Crawford maintained that this was of far less consequence than was generally made out to be the case. On the other hand, owing to the much more rigid crankshaft employed in an Eight, as compared with a Six or Twin Six, there is no trouble from torsional vibration in the Eight, and he considered the torsional vibration at critical speeds a far more serious matter than vibration due to unbalanced inertia forces.

Mr. Crawford also described various constructions of eight-cylinder crankshafts in which the cranks are placed at quarters, with which he claimed the inertia forces due to the reciprocating parts were absolutely balanced.

One point that has been raised against the Eight in previous discussions is that it is less accessible than the Six or Twin Six. The fact that the accessories in an Eight cannot be placed in the conventional position at the side of the cylinders was considered decidedly disadvantageous. Mr. Crawford, showing a photograph of an Eight with the different accessories in place, pointed out that though the position of the accessories was not the conventional one, they were very advantageously located.

Our Puncture Product Prospers.

It may be distressing to realize, but an expert, writing in "The Automobile," warns us that during 1916 we are destined to get 15,000,000 punctures. At least, he says, that will be the number of tires the motorists of the United States will consume during the coming twelve months.

He estimates that when the 700,000 cars which are to be built during 1916 are added to the 2,200,000 cars now in use the car owners will consume this enormous number of tires.

They will be turned out by forty-two tire factories, nearly all of which are increasing their manufacturing facilities to meet the demand. The highest production of any one plant, he says, is 10,000 tires a day. From this they range down to the smaller plants, which make less than 100 per day.

If the American factories keep up with the demand for the coming year they must deliver to their dealers about 50,000 tires a day.

The tire companies have been preparing for nearly a year to meet the increased demand, and several of them have practically doubled the size of their plants.

In Akron, Ohio, the tire capital of the United States, hundreds of new buildings have been erected within the past eight months. Machinery has been rolling in on every train and hundreds of thousands of dollars worth of material has been stored.

Despite competition all the big tire makers report heavy business, and the general impression is that prices are likely to advance during the coming spring.

While the war lasts the rubber market will remain uncertain, but there will probably be a steady advance in the price of crude rubber. At present

nearly 70 per cent of our supply comes from the East and the remainder from South America. England controls the Eastern market, but two American companies have been developing plantations which are about to begin to yield.

Ford—Exporter of Peace.

If you will get right down to cases and be perfectly honest with yourself you will admit that Henry Ford has done a most astonishing thing. How easy it would have been for him to have employed a professional press agent to stage the whole affair. The fact that he did not resort to this method cannot fail to impress the public with his sincerity.

Our great editorial writers have not yet taken up the serious side of Mr. Ford's amazing move. The news reporters have given us the obvious side of it. But their low comedy has fallen in a clumsy heap.

Not one of the thinking men or women who have been invited to take passage on the Peace Ship Oscar II have responded in the lighter vein.

Down deep in our hearts we all know that we have played a miserable part in this Old World war. The millions of dollars which have come to us for munitions have turned us into neutral grafters.

Mr. Ford is the only American citizen who has offered his fortune in the name of peace. He may fail and his mission may be in vain, but the cheapest thing we could do would be to laugh at it.

The moral support of every American should go out with the Oscar II and Henry Ford. We may have smiled and even ridiculed the undertaking, but behind it all is an honest, noble purpose which, win or lose, will sound a new and finer human note around the globe.

The men and women who are invited to take part in this wonderful excursion of mercy may well regard themselves as in a privileged class.

Mr. Ford has called for volunteers in a grand cause. It rings genuine and true. Let us fill up the Oscar II with the flower of the land and the brains of the nation.

Public Eager for New Motor Stock.

The atmosphere is still laden with stories of big automobile company combines, but during the past week nothing definite came about. There has been plenty of gossip about a combine to include a dozen or more automobile plants and one tire company, to be incorporated at something like \$1,600,000,000.

Men who should know what is going on place very little credence in this report. They say that the fate of all attempts to form automobile manufacturing monopolies in the past has scared off the men who are in a position to consider such a project.

They believe that the future success of the automobile industry is entirely dependent upon sharp competition, clever advertising and the finest of salesmanship.

It is a fact, however, that not a few of the existing companies are considering reincorporation with increased capital. The public appears eager to buy motor company stock, and all the companies which have reincorporated have found no difficulty in disposing of their shares.

During the week the Saxon Motor Company,

which began business in 1913 with a capital of \$350,000, was wiped out and taken over by the Saxon Motor Car Corporation, with a capital stock of \$6,000,000.

This move was anticipated a few weeks ago when it became known that Hugh Chalmers had disposed of his Saxon stock and that President Harry W. Ford was in complete control. Half of the new issue was offered to the public at \$75 a share and it is said the entire amount was quickly taken.

Mr. Ford has jumped into the millionaire class after two years of hard work as an automobile producer. His company has paid handsome dividends, and he says that with the increased capital at his command for the enlargement of his plant he will now be able to show his stockholders still greater returns.

The Hupp Motor Car Company was also re-financed during the week, without changing its name. The capital stock was increased from \$1,000,000 to \$5,500,000. Of the new stock \$5,000,000 is common and \$1,500,000 preferred. It is said unofficially that the common stockholders will receive a stock dividend, but no cash. President J. Walter Drake says his company is now in a position to increase its output, and plans are being rushed to that end.

Mr. Drake has already acquired the American Gear Company, of Jackson, Mich. This is a part of the Hupp expansion move, and it is thought that other important announcements will be made in the near future.

The raw material situation, which threatened to hold up production in many plants, was relieved during the week, and while it is not yet entirely normal, the manufacturers who are fortified with additional capital have the whip hand and will be able to make deliveries on time.

For this reason it is believed that other companies will be re-financed during the next few weeks.

The Winton Business Policy.

Alexander Winton, president of the Winton Company, had a pleasant experience recently when his first customer returned to the Winton factory, in Cleveland, to buy a 1916 model.

It was March 24, 1898, seventeen years ago next March, that Robert Allison, a mining engineer of Port Carbon, Penn., then a man of seventy years, strolled into Mr. Winton's tiny shops and asked to see "one of those horseless carriages" which he had heard Mr. Winton was making.

The inventor was a very busy man. He was up to his eyes with production troubles. It was extremely doubtful if he could produce the quantity of cars which his dealers demanded. He was under contract to bring out three cars, and he hoped to be able to produce four that year.

Mr. Allison said he was there to buy a horseless carriage. This upset the whole works. The inventor was in a rage to think that a man seventy years of age should have the nerve to come all the way from Pennsylvania to break into his production plans for the year.

Mr. Winton had never allowed the sales department to interfere with the manufacturing force. Not one of the enthusiasts in the large factory force—six men and two wild boys—had ever given a thought to this dreadful thing "sales," which has since driven so many thousands of men in the automobile industry to the hair dryer and restorer.

It was a happy crew, working not for but—Jimmie Cousins said when he quit Henry Ford—the great inventor, to produce the marvel of the age, the buggy which would run without the aid of a horse. The deadly problem of "distribution" had not entered the head of the master or his men.

When the visitor from far-away Port Carbon poked his head in the door of the tiny factory he let in a disturbing draft. But when he had explained how he intended to take that wonderful vehicle, the only one which was ready for road, back to Pennsylvania under its own power, and how he was going to spread abroad the fact of the "wizards of the Winton works," the inventor consented to show him how it operated.

Together they went forth on the first sales demonstration of a Winton car. I would not dare say the first sales demonstration of an American-made automobile, because I know Charlie Duryea, Elwood Haynes, the Apperson brothers and other pioneers are lurking in ambush to snipe me. But it was the first Winton demonstration, and the boss put the sale through in less time than it now takes Paul Smith to plant five hundred Chalmers Palanquins with a new dealer.

It was a one-lung Winton. The inventor has not told us how much the visitor paid him for it, but we do know he was "The First Satisfied Owner" of a Winton car, because six times, or every time he has needed a new horseless car, he has returned to the Winton factory.

Each time Mr. Winton goes out with him, demonstrates the latest model, just as he did his first creation, and puts the cash in his pocket. Mr. Allison says he will be eighty-eight years of age next Christmas Day, and he expects to buy a good many more Wintons before he gives up motoring in this world.

During these seventeen years of business the Winton Company has remained steadfast to its original conservative policy.

In the last issue of "The Auto Era," the factory magazine, Charles W. Mears, editor of the publication and advertising director of the company, says:

"Frankly, we do not want to sell too many Winton Sixes. If we were to make 7,000 or 10,000 cars every year we would be forced to do what every other quantity maker does—rush 'em out, paint 'em all alike, and hope the buyers would keep their troubles to themselves."

"As it is, by manufacturing less than ten cars a day, we can give every single Winton Six the most painstaking workmanship, the most thorough testing, and special colors to please the individual buyer's personal preferences. And—what is even more important—because we limit the number of cars we make, and because we put into them the best of everything, we are fully able to render to owners a character of service that is without equal in the American automobile industry. If a Winton Six owner wants attention, if his car isn't up to the very top notch of perfection, we make it our business to render service promptly and cheerfully, and we're never satisfied until he is."

"Then, too, what a wonderful satisfaction there is in making cars for men and women who appreciate high quality! We enjoy manufacturing Winton Sixes, for it is a genuine delight to have the patronage of the fine type of men and women who buy and use them."

MOTOR MEN AND MOVIES

City Officials Aroused Over Reckless Driving.

Police Commissioner Sends Letter to Truck Owners Urging Co-operation.

Secretary A. Jackson Marshall of the Electric Vehicle Association has been making a study of reckless driving in New York. He has collected statistics of accidents and spent considerable time consulting with city officials on corrective measures.

"Chief City Magistrate McAdoo and Police Commissioner Woods," he says, "agree that finger-printing reckless automobile drivers, including owners of cars, would provide protection for the public. However, before this extreme measure is taken the chief magistrate presents a plan providing that a copy of each summons be sent to his office daily, and that the court clerks be advised each morning as to whether or not defendants are second or third offenders or have no previous record."

"It might be interesting in this connection to realize that practically all means so far suggested for the protection of the public have to deal with offenders after they have killed or maimed a pedestrian, which is like locking the stable after the horse has run away. What we really need is a condition which will make it wellnigh impossible for incompetent operators to make that first and often fatal offense."

"The remedy would appear to be largely that of fixed maximum speeds. As a further means of obtaining some

valuable data regarding automobile casualties it has occurred to me that blanks for reporting accidents should be used by the police stating exactly the type of vehicle responsible, whether commercial or passenger, horse, gasoline or electric. If results were reduced to a comparable basis it would then be possible to determine chief offenders and corrective measures could readily be adopted.

"During the first six months of this year 8,075 automobilists were arrested for speeding in the city, according to the figures issued by Chief Magistrate McAdoo, who is urging a crusade against such offenders. Of these, 2,002 were chauffeurs and 983 owners of cars. There were 426 additional arrests, divided between 144 motor cyclists, 165 drivers of horse-drawn vehicles and 116 cases which were dismissed.

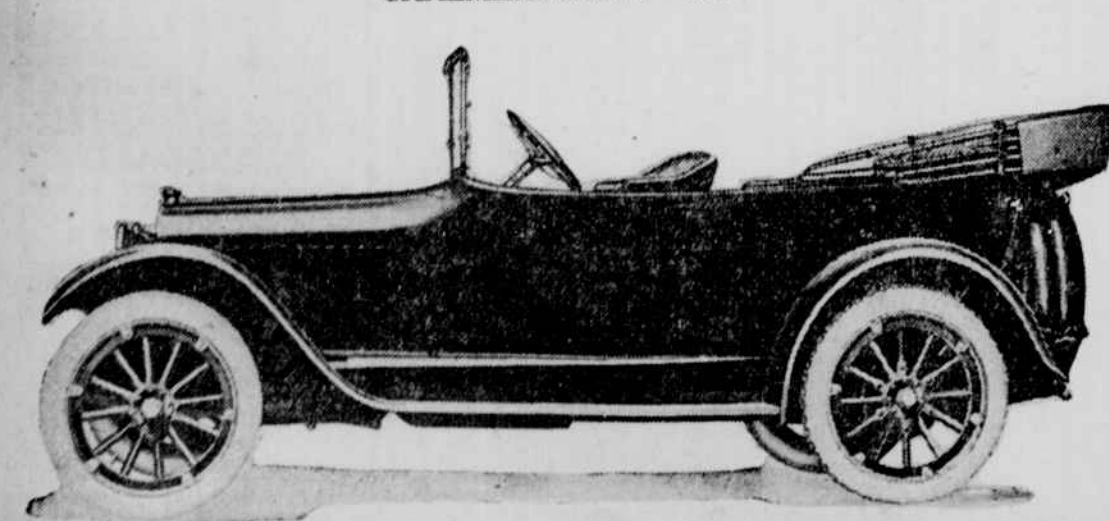
"The records show one prison sentence of ten days by Magistrate Murray without the alternative of a fine. Of the other cases, 1,959 paid fines, 948 served two days each in jail in lieu of paying fines and 579 were released on suspended sentences.

"Police Commissioner Woods has sent out 5,000 letters to the owners of motor trucks, in which he asked for their cooperation in preventing accidents. After saying that the Police Department was paying special attention to the motor trucks and had put on extra motorcycle men for that purpose, he says:

"The dangers of the situation would be lessened if motor trucks were equipped with governors, which would absolutely prevent the truck from being driven faster than the law allows. Drivers must be prevented from tampering with governors and setting them so the cars can run twenty or twenty-five miles an hour, instead of limiting them to fifteen."

"This letter is written to urge you to cooperate with us by having all your motor trucks equipped with governors, which shall keep the speed of the trucks down to fifteen miles, and then to institute such a system of inspection that these governors shall not be tampered with, and therefore the trucks under your control shall never exceed the speed limit."

CHALMERS SIX 30 "3400"



A Sensational Car, with High Speed Motor, Listed at \$1050.

A Good Sales Letter.

The Hupp Motor Car Company has been sending out an interesting series of letters to Ford owners, the object being to show that a Hupp is just as economical as a Ford, although a much larger car.

At the bottom of each letter was a special offer from the Hupp company to take the owner's Ford in trade. This is the first time that an automobile company has employed the name of another car maker in an extended advertising campaign. The theory has been advanced that it was a poor policy to mention the name of another maker when offering your own car, but in this case it has worked out remarkably well for the Hupp company.

The letter was carefully planned, caught and held the attention of the person to whom the letter was addressed, showing conclusively that the automobile buyer is looking for a reasonable argument which appeals to his particular case.

At the same time the letters were not detrimental to the Ford. They were designed to reach only Ford owners who were seeking a larger car than the Ford, but one which was equal to it in point of service.

New Perfection Auto Heater.

A. C. Bogman, branch manager of the Perfection Spring Service Company, has enlarged his New York station to take up the installation of Perfection Auto Heaters.

This device is made for both passenger and commercial vehicles. It is connected with the exhaust and utilizes the heat without causing any back pressure on the motor. The manufacturers claim it requires no attention, and the volume of heat may be regulated by pressing a regulating attachment with the foot.

A special heater is provided for commercial cars and has proved extremely serviceable to florists and other merchants who transport perishable goods in cold weather.

With its enlarged service station the Perfection Spring Service Company is prepared to install fifty heaters a day.

Ever since the Ford sociological work and profit-sharing plan were inaugurated, a year ago last January, Dean Marquis has not only manifested a deep personal interest in the work, but has taken an active part in it, and his counsel has been of the very great assistance to Mr. Ford.

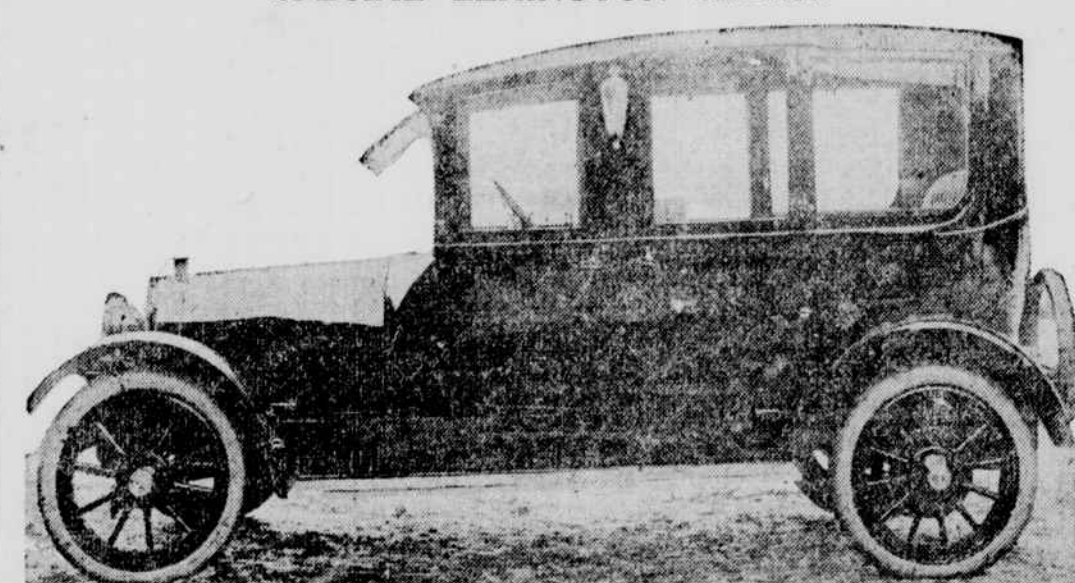
He sees in the Ford plan the initiation of a new process of manbuilding which will not only, in his judgment, take the place of "charity," but if brought to the high state of development of which it is capable, will serve to form a basis for a permanent adjustment of the difficulties between capital and labor.

Therefore, he feels that it is not only work worthy of a great manufacturer and of a successful minister, but of the earnest, unselfish efforts of every public-spirited Christian.

Dean Marquis is, as a matter of fact, the fourth clergyman to take practical observation of the development of the Ford sociological and profit-sharing plans.

He expects to devote at least a year

SPECIAL LEXINGTON SEDAN.



A Six-Cylinder Car, Listing at \$3,250, Which Is Exhibited by the Lexington Motor's New York Company.

Dean Marquis Labors in the Ford Vineyard

Noted Detroit Theologian Begins Sociological Work in Big Motor Plant.

The Rev. Samuel S. Marquis, dean of St. Paul's Episcopal Cathedral, Detroit, has taken a year's leave of absence to study and work in Henry Ford's sociological department at the Ford motor factory.

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Maxwell Doubles Output.

Ground has been broken at the Maxwell Motor Company's Detroit plant for one of the largest building operations undertaken for some time by the Detroit automobile industry.

The new Maxwell addition is to be 300 feet long by 130 feet wide, and will cover practically four acres of ground. Like the present buildings of the big group, it will be one story high, with saw-tooth roof of glass and tile. The materials are brick and steel, with cement floor. Eighty days have been allowed for the building operation.

On January 22, when the contractor turns the building over complete, according to schedule, the Maxwell company's facilities will rise from a capacity of 250 to 500 cars a day.

to ascertaining just what possibilities the Ford plan have. The other clergy-men have each devoted from one month to three months to this work.

Dean Marquis said: "I have accepted this offer of Henry Ford because I believe a year spent in the study of humanity in the sociological department of the Ford factory will enable me hereafter to preach and live a more vital and practical Christianity."

"I believe it would be a good thing if the Church would order that about every seven years a clergyman should go for a time into the regions of labor and learn at first hand more about the life, the thought, the material environment and the problems of the men he is seeking to reach and help."

"I have sometimes thought that the solution of the charity problem may lie not in associated charities, but in associated industries—an organization of industrial plants which will see to it that men are given jobs in which they can take care of themselves."

"The work in the sociological department of the Ford appeals to me strongly. I anticipate it with something of the pleasure I experienced on entering college. It is the kind of school I must, and care most to, attend. It seems to me to present an unlimited opportunity for training and for service."

George Robertson has become vice-president of the Otto Braunworth Company, New York agents for the Canadian Dunlap tire.

Long Tour in Hupmobile.

William J. Schutt, a barrister, of Melbourne, Australia, is visiting in Detroit, a guest of Joseph R. Drake, vice-president of the Hupp Motor Car Company. Mr. Schutt, accompanied by his wife and Miss Elsie Ingram, has been travelling through the United States since last February, and has just finished a motor trip in a Hupmobile through the Eastern states.

He has now visited every part of the United States, Cuba and Alaska, and cannot give too much praise for the states, and has been greatly impressed with the country generally.

The party landed in San Francisco last February, and after visiting Southern California proceeded to the Grand Canyon, New Orleans, Jacksonville, Fla.; Havana, Cuba; St. Augustine, Richmond, Washington, Philadelphia and New York. From New York Mr. Schutt's party started their motor trip in the Hupmobile, going through the Catskills to Buffalo, Niagara Falls, Toronto and back to Buffalo, thence to the Thousand Islands and to Ottawa, Montreal, Quebec, and then down through Lake Champlain and Lake George to Saratoga and Albany. From Albany they toured through the Berkshires to Boston and to Portsmouth, Poland Springs and Bretton Woods; then back to Boston and New York and to Buffalo by the Mohawk trail. They covered 4,500 miles by motor car.

Before leaving Australia Mr. Schutt, on account of his German sounding name, took especial precautions in securing not only the usual passport signed by the German Government, but also obtained special letters from the Minister of State for Foreign Affairs, which is the Australian equivalent for our Secretary of State, and from the Premier of Victoria, which is the state in which Melbourne is located.

Shonts with G. E. D. H. B. Shonts, formerly with the C. T. Silver Motor Company, joined the P. J. Durham Company, Incorporated, of 244 to 250 West Forty-ninth Street, metropolitan distributors for Gray & Davis, Incorporated, of Boston.

Mr. Shontz will take charge of the sales end of the business, giving special attention to the sale of Gray & Davis lamps and Ford electric starters.

Oakland Company Builds an "Eight"

Listed at \$1,585, Has Engine 3 1/2 by 4 1/2, and Aluminum Pistons.

An eight cylinder has been added to Oakland line. The motor is of the V type and has detachable cylinder heads. Aluminum pistons are used. The crankshaft is of very liberal dimensions and in addition is provided with balance weights, to facilitate high speed operation.

A special Stromberg carburetor is used, with a hot-air pipe to the primary air intake. The needle adjustment and primer are operated from the dash. A novel feature in connection with the carburetor is an aluminum funnel similar in shape to a steamer ventilator, which is intended to increase the volumetric efficiency at high speed. Lubrication is by force feed, the oil from the sump being drawn through a screen and forced to the main bearings, whence it passes through drill holes in the crankshaft to the connecting rod bearings. There is an oil level indicator at the side of the crank case and an oil pressure gauge on the dash.

Ignition is effected by the Delco system, which is independent of the starting and lighting apparatus. Automatic spark advance is used. A centrifugal type German silver radiator, as has been used in previous Oakland models.

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